

WHAT IS CLAIMED IS

1. A pressed powder cosmetic composition comprising
silicone elastomer particulates have a JISA hardness index less
5 than about 45.

2. The pressed powder cosmetic composition of claim 1,
wherein the silicone elastomer particulates have a JISA hardness
index from about 2 to less than about 45.

3. The pressed powder cosmetic composition of claim 1,
wherein the silicone elastomer particulates have a JISA hardness
index from about 4 to about 35.

4. The pressed powder cosmetic composition of claim 1,
wherein the silicone elastomer particulates have a JISA hardness
index from about 20 to about 35.

5. The pressed powder cosmetic composition of claim 1,
wherein the composition comprises about 1 wt% to about 25 wt% of
the silicone elastomer particulates, based on the total weight
of the composition.

6. The pressed powder cosmetic composition of claim 1,
wherein the composition comprises about 3 wt% to about 15 wt% of
the silicone elastomer particulates, based on the total weight
of the composition.

7. The pressed powder cosmetic composition of claim 1,
wherein the composition comprises about 3 wt% to about 12 wt% of

the silicone elastomer particulates, based on the total weight of the composition.

8. The pressed powder cosmetic composition of claim 1,
5 wherein the pressed powder composition has a hardness value less than about 1500 grams.

9. The pressed powder cosmetic composition of claim 1,
further comprising filler selected from group consisting of
10 mineral silicate, starch, kaolin, nylon, zinc oxide, titanium oxide, precipitated calcium carbonate, (synthetic polymer powder), or any combinations thereof.

10. The pressed powder cosmetic composition of claim 9,
wherein the filler is a mineral silicate or synthetic polymer powder.

11. The pressed powder cosmetic composition of claim 1,
further comprising a pigment.

12. The pressed powder cosmetic composition of claim 1,
further comprising a synthetic polymer powder.

13. A pressed powder cosmetic composition comprising
silicone elastomer particulates, wherein the pressed powder
composition has a hardness value less than about 1500 grams.

14. The pressed powder cosmetic composition of claim 13,
30 wherein the pressed powder composition has a hardness value less than about 1100 grams.

15. The pressed powder cosmetic composition of claim 13, wherein the pressed powder composition has a hardness value less than about 900 grams.

5

16. The pressed powder cosmetic composition of claim 13, wherein the pressed powder composition has a hardness value less than about 600 grams.

10

17. The pressed powder cosmetic composition of claim 13, wherein the pressed powder composition has a hardness value less than about 300 grams.

15
20
25

18. The pressed powder cosmetic composition of claim 13, wherein the pressed powder composition has a hardness value less than about 100 grams.

19. The pressed powder cosmetic composition of claim 13, wherein the pressed powder composition has a JISA hardness index less than about 45.

20. A pressed powder cosmetic composition comprising comprising silicone elastomer particulates, wherein the pressed powder composition has a percent recovery greater than about 25.

25

21. The pressed powder cosmetic composition of claim 20, wherein the pressed powder composition has a JISA hardness index less than about 45.

22. The pressed powder cosmetic composition of claim 20, wherein the pressed powder has a percent recovery greater than about 50.

5 23. The pressed powder cosmetic composition of claim 20, wherein the pressed powder has a percent recovery greater than about 60.

10 24. The pressed powder cosmetic composition of claim 20, wherein the pressed powder has a percent recovery greater than about 70.

15 25. The pressed powder cosmetic composition of claim 20, wherein the pressed powder has a percent recovery greater than about 80.

20 26. A process for making a pressed powder cosmetic composition comprising:

forming a dry powder phase having silicone elastomer particulates;

separately preparing a liquid binder phase;

25 adding the liquid binder phase to the dry powder phase;

mixing the liquid binder phase and the dry powder phase together to form a blend; and

30 pressing the blend at a pressure about 800 psi to about 2500 psi.

27. The process of claim 26, wherein the blend is pressed at a pressure about 1,000 psi to about 1,700 psi.

5

28. A method of imparting springiness to a pressed powder cosmetic composition comprising introducing into the composition silicone elastomer particulate having a JISA hardness index less than about 45.

10

P. 03061-13-0001